

... THE ...

KINETRADOGRAM.

A Weekly Record of Offers and Announcements
by the KINEMATOGRAPH TRADING Co., Ltd.

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FOREWORD.

So numerous have the friends and clients of the Kinematograph Trading Company become that for some considerable time past the necessity for something more intimate and detailed than our weekly circular has been obvious.

It is not possible to meet and chat with all our customers, spread as they are all over the country, and yet it is imperative for our mutual benefit that we should know as much as possible of each other. We have always felt that the publicity of the trade papers has its disadvantages in that it allows the public to know all that is being done behind the scenes, a most undesirable state of things in any business, and more especially in ours.

The objects of this weekly record are to bring you each week clear, concise particulars of all the Feature and Exclusive Films which we have to offer, with their vacant dates; brief reviews of all the Films we add to our list; and particulars of Novelties which we are able to offer from time to time.

In addition, by photograph and character sketch, the KINETRADOGRAM will bring you into closer touch with various members of the firm; it will tell you of opportunities which present themselves nearly every day of making money and beating the opposition. Its pages will be open to you if you wish to gain the ear of your fellow-showmen on any matter of mutual interest.

A new year lies before us, big with possibilities for the trade. Make one of your New Year resolutions a resolve to keep in front by keeping in touch with us.

In conclusion, we ask you to treat all information contained in the KINETRADOGRAM as confidential. We take every precaution to ensure that copies are not issued broadcast, as it is for our mutual benefit that outsiders should remain outsiders.

Some Features you must not miss.

Every now and again a Feature Film comes along of such superlative merit that no showman can afford to miss it.

The market is particularly rich in real winners at the moment, and the following four pictures should certainly fill an early date on your programme:—

"FATHER"	Itala.
"KINGS OF THE FOREST"	Selig.
"THE MASSACRE"	A.B.
"MONTE CRISTO"	Selig.

Of these films, "Father" and "Kings of the Forest" are, perhaps, the most sensational. The former contains a most terrific fire scene, and the story itself is gripping. The Selig production, with its element of danger, is calculated to make the most hardened picture-goer's flesh creep.

"The Massacre" is an AB., and at the AB.'s best, while "Monte Cristo" is unquestionably a magnificent production, presenting Dumas' immortal story in a series of thoroughly interesting scenes.

"LOLOTTE."

Below we give a short synopsis of our latest exclusive, "Lolotte" (Cines). The story is an interesting one, and is powerfully acted. Length 2,000 ft. Released December 30th.

Robert Luson is guardian of Edda, a very rich orphan, who will come into possession of the money when she marries. Carl loves her, but Robert does everything to prevent the marriage, wishing Edda to remain single as long as possible for his own benefit.

Robert invites Carl one evening to go to the theatre with him, in order to introduce him to a well-known actress, "Lolotte," hoping that he will become fascinated by her charms. After the theatre, Robert, Carl, and Lolotte go to a restaurant and have supper together. Carl is fascinated by Lolotte's whims.

The following day Edda notices that Carl is not so attentive to her as usual.

Lolotte has to go to Paris for an engagement, and Carl, hearing of this, decides to follow her, and before leaving writes to Edda, saying that he is going on business. An admirer of Lolotte informs her of the real reason of Carl's departure. Edda, in despair, decides to go to Paris. In Paris she introduces herself to the manager of the theatre at which Lolotte is appearing, and obtains an engagement also.

Carl, from a box in the theatre, recognises Edda on the stage, and his old love for her is revived. After the performance he asks her pardon. Robert, hearing that Carl and Edda have become reconciled to one another, seeks the help of some Apaches, who capture him, and put him into a house by himself. Robert informs Lolotte of what has taken place, but Lolotte, in a moment of sentiment, tells Edda everything, the result being that Robert and his gang are captured, and Edda and Carl are reunited once and for all.

The Necessity of Exclusives.

In these days of keen competition, the Exclusive deserves all the interested attention which the wise showman gives it. The advantage of showing a Feature picture which the opposition cannot get is obvious to everyone; but it is in the selection of Exclusives that discernment is necessary. Many pictures offered in this particular market contain scenes or stories entirely unsuitable to this country.

No mistake, however, can be made in booking "*The Boy Scout Hero*," the film which the Chief Scout, Sir Robert Baden Powell, has honoured with his patronage. Of its suitability for every theatre in the country there can be no doubt whatever. Every scout, and the father, mother, and sister of every scout, will want to see the doings of their confrères pictured on the screen.

The cowboy and his tribe have too long occupied the premier place in the affections of the picture-going schoolboy, and it is high time that their place be taken by a more up-to-date and more British hero. The Boy Scout will provide a more than efficient substitute, and his doings will be followed with breathless interest.

The film has met with an extraordinary reception at all theatres at which it has been shown. We need not emphasise the value of such a picture during the present month, when there are hundreds of thousands of boys home for the holidays, with ample leisure to patronise your matinées.

HOME FOR THE HOLIDAYS.

The smart showman will not forget that the present month affords him unlimited opportunity for children's matinées. Many suburban mothers will have cause to feel thankful to the ubiquitous kinematograph for taking care of their offspring during the afternoons. We have a plentiful supply of pantomime, and other suitable children's subjects, and invite inquiries for special quotations for matinée use only.

We should like to impress upon all our customers the necessity of addressing all communications direct to the firm and not to individual members. If the special attention of any one department is required, it is sufficient to add the name of that department.

A little consideration of this matter will show how necessary it is to adhere to this rule. Otherwise there is a possibility of the person to whom it is addressed being absent, with the result that the communication is either held over, or forwarded to him, with equal possibilities of delay.

FEATURE

These Films are offered subject to the dates required being open on receipt of order.
responsible for delay or non-delivery from any cause If a can

ALL QUOTATIONS ARE FOR THREE DAY

Wiring No.	Name of Film.	Length ft.	Maker.	Re- leased.	Jan. 6	Jan 9	Ja 10
850	The Merchant of Venice	2000	Than.	Feb. 8	—	—	
849	The Law of the West	2500	Bison	Feb. 2	—	—	
848	At the Risk of her Life	2800	Cosmo.	Jan. 26	—	—	
844	The Woman in White	2000	Than.	Jan. 22	—	—	
851	Behind the Scenes	2434	Nor.	Jan. 19	—	—	
840	Kings of the Forest	1800	Selig	Jan. 19	—	—	
842	Father	3485	Eclair	Jan. 19	—	—	
841	The Black Mask	2950	Am. Re.	Jan. 11	—	—	
847	The Mills of God	3079	Vita.	Jan. 9	—	150/-	
839	Jess (Rider Haggard)	3000	Than.	Jan. 8	—	—	
843	Nicholas Nickleby	2000	Than.	Jan. 1	100/-	80/-	
836	The Tempest (Shakespeare)	1885	Eclair	Dec. 22	60/-	60/-	
838	The Three Comrades	2362	Nor.	Dec. 22	—	80/-	
812	Monte Christo	3150	Selig	Jan. 5	—	—	
831	The Massacre	2150	A. B.	Dec. 19	—	—	
837	In a Den of Lions	2017	Nor.	Dec. 15	70/-	60/-	
835	Nick Winter & the Stolen Favourite	3390	Pathe	Dec. 14	—	80/-	
824	The Mine Owner	2525	Contl.	Dec. 12	80/-	70/-	
846	The Badminton Hunt	1250	Barker	Dec. 8	—	—	
845	When Bacchus Reigns	2380	Nor.	Dec. 1	—	—	
826	Builders of the Empire	2390	Bison	Dec. 1	—	50/-	
830	A Sister's Ordeal	2990	Cines	Nov. 30	60/-	—	
825	The Broken Sword	3000	Duskes	Nov. 28	50/-	50/-	
832	Rip Van Winkle	2099	Vita.	Nov. 28	—	30/-	
833	All in Vain	2000	Nor.	Nov. 25	40/-	—	
827	A High Stake	2653	Nor.	Nov. 23	45/-	45/-	
829	Plot and Counterplot	2827	Cines	Nov. 23	50/-	—	
822	Twist Life and Death	2000	Ambr	Nov. 10	30/-	30/-	
818	The Cry of the Children	2000	Than.	Nov. 9	—	30/-	
810	Under Two Flags	2000	Than.	Nov. 9	30/-	30/-	
803	The Bohemian Girl	3000	Rep.	Nov. 9	40/-	40/-	
828	A Clown's Revenge	2352	Nor.	Nov. 9	40/-	40/-	
820	Siegfried	2660	Ambr.	Nov. 4	35/-	—	
809	The Corkscrew Gang	2785	Gerr.	Nov. 3	—	40/-	
817	His Lost Memory	2171	Nor.	Nov. 2	35/-	35/-	
816	Fire at Sea	2216	Nor.	Oct. 27	30/-	30/-	
783	Oliver Twist	3700	Hep.	Oct. 24	—	50/-	
787	The Pilgrim's Progress	3500	Ambr.	Oct. 13	60/-	60/-	
806	Money Kings	2876	Vita.	Oct. 24	35/-	35/-	
802	Lion Tamer's Revenge	1928	Cines	Oct. 19	—	25/-	
801	The Last Performance	1964	Pathe	Oct. 9	20/-	20/-	
814	The Wheel of Fate	2148	Nor.	Oct. 6	20/-	20/-	
799	The Fatal Ring	3000	Gau.	Oct. 6	30/-	30/-	
798	The French Spy	2900	Vita.	Oct. 3	—	30/-	
789	The Iron Hand	2350	Gau.	Sep. 29	—	20/-	
785	Dr. Gar-el-Hama	2000	Nor.	Sep. 21	30/-	30/-	
778	A Lion Let Loose	2000	Gau.	Sep. 15	20/-	20/-	
791	Lady of the Lake	2571	Vita.	Sep. 12	25/-	25/-	
792	Little Daughter of the West	2600	Bison	Sep. 8	20/-	20/-	
796	Prisoner of War	1000	dison	Sep. 7	10/-	10/-	
784	Great Circus Catastrophe	2700	Nor.	Sep. 7	—	30/-	
788	Caesar Borgia, col.	2228	Pathe	Sep. 7	—	30/-	
793	Nelly the Lion Tamer	1962	Ambr.	Sep. 1	20/-	20/-	
782	Governor's Daughter	2350	Nor.	—	25/-	25/-	
770	When Love Dies	2600	Nor.	—	30/-	30/-	
773	The Black Chancellor	3000	Nor.	—	30/-	30/-	
780	Post Telegrapher	2000	Bison	—	20/-	20/-	
761	An Acrobat's Daughter	3300	Cosmo	—	30/-	30/-	
768	Daughter of a Spy	2500	Cines	—	20/-	20/-	
7554	Dick Turpin, Nos. 1 and 2	2140	B. & G.	—	10/-	10/-	
559	The Crisis	2000	Bison	—	15/-	15/-	
747	Tom Butler	2550	Eclair	—	10/-	10/-	
745	Mystery of Notre Dame	1550	Eclair	—	12/6	12/6	
589	Tale of Two Cities	3034	Vita.	—	25/-	25/-	
592	Back to Primitive	1000	Selig	—	5/-	5/-	
594	Still Alarm	1000	Selig	—	5/-	5/-	
619	Captain Kate	1000	Selig	—	5/-	5/-	
700	Aeroplane Klopement	1010	Vita.	—	5/-	5/-	
720	Dangerous Play	2000	Nor.	—	15/-	15/-	

FILMS.

While every endeavour is made to ensure punctual delivery of Films, we cannot hold ourselves responsible for delay. If a confirmation by wire is required, stamps for payment should be enclosed.

DAY KINGS, UNLESS OTHERWISE SPECIFIED.

[illegible]

EXCLUS

LOLOTTE (The Cafe Chantant Singer) ...	2,000 ft.	...	£6 per week	...
THE BOY SCOUT HERO... ..	2,000 ft.	...	Jan. 9, 3 days,	£1
DEVIL'S MASK	2,000 ft.	...	£5 per week	...
ONCE UPON A TIME (coloured series)	1,100 ft.	...	First vacancy Jan	...
BLACK PANTHER	3,000 ft.	...	£6 per week	...
DANTE'S INFERNO (Helios)	1,100 ft.	...	£5	..
DAUGHTER'S SACRIFICE	1,500 ft.	...	£4	..
ONLY A JEW... ..	1,500 ft.	...	£5	..
REVENGE AND REMORSE	2,500 ft.	...	£4	..
BLACK BLOOD	3,000 ft.	...	£5	..
THE RING THAT BINDS	3,000 ft.	...	£4	..
DRUMMED OUT	2,500 ft.	...	£3	..
THROUGH TRIALS TO VICTORY	2,500 ft.	...	£3	..
THE RIGHTS OF YOUTH	2,500 ft.	...	£3	..
AT THE ELEVENTH HOUR	2,500 ft.	...	£3	..

Review of Exclusives

Since going to press with the centre pages, we have added the follow

THE CROOKED PATH ... Lubin ... 2,137 ft. ... Feb. 2 ... Feb. 3, £10, we
THE STOLEN

SYMPHONY ... Lubin ... 2,023 ft. ... Feb. 16 ... Feb. 17, £5, 3 da
THE KERRY GOW ... Kalem ... 2,770 ft. ... Feb. 9 ... Feb. 10, £13, we

LIVES.

... All of Excitement	6 sh. Q.C.
... n. 13, week. £9	6 sh. Q.C.
... llshow a young French Artist gets inspiration for his great Picture	6 sh.
... y Ja something to brighten up your Matinee Programme	Q.C.
... ll of Incident. Special Music	Q.C. 4 sh., 8 sh.
... is famous Picture is known by everyone	D.C. 4 sh., 16 sh.
... interesting Ambrosio, charming story, good quality.	6 sh.
... delightful drama, NOT a Music Hall howler	6 sh.
... common in plot and effects	6 sh.
... ways successful	6 sh., 12 sh.
... ke "others," still running	Q.C. 6 sh.
... rtainly never played out	Q.C. 12 sh.
... e of Nordisk's Winners	6 sh.
... other Nordisk	6 sh.
... ll of Incident	8 sh.

... 0.30 a.m. every Tuesday.

... follow *ture Films to our list and give below particulars of the first open dates*

... 0, we	STOLEN TREATY ... Nord. ... 3,165 ft. ... Feb. 2 ... Feb. 3, £16 week.
... 5, 3 da	PANTHER'S PREY Gaumont 1,920 ft. ... Jan. 5 ... Jan. 9, £5, 3 days.
... 13, we	ACE FOR AN
	INHERITANCE ... Gaumont 2400 ft. ... Dec 26 ... Jan. 16. £4, 3 days.

LATEST PURCHASES.

"THE PANTHER'S PREY."

Gaumont. Length 1920 ft. Released Jan. 6, 1913.

This film surely constitutes the limit of sensational animal pictures. We all have had experience of the cynic who criticises all such productions with remarks to the effect that the animals taking part must be either tame or "doped."

But, given a panther of the mildest possible characteristics, it is surely a somewhat unpleasant experience for an actress to be suddenly pounced upon by a weighty animal from a considerable height. This is what actually happens in the film, followed by an exciting struggle on the floor between "the Beauty and the Beast."

In addition to the thrills afforded by the panther, there is any amount of excitement in the story, which is set in Rhodesia. Even in the last 50 ft. there is a wonderful fall from a horse galloping at full speed, which constitutes a fitting *finale* to a film which will thrill even the cynic mentioned above.

"THE STOLEN TREATY."

Nordisk. Length 3165 ft. Released Feb. 2, 1913.

This film treats of that always perennially fascinating subject, Diplomatic Intrigue, and will undoubtedly prove one of the successes of the year.

Personally, we like this film better than any Nordisk since "The Black Chancellor," the success of which will still be recollected. The story chiefly treats of the various attempts to obtain particulars of a treaty between two great European Powers by a neighbouring State, whose agents resort to all sorts of tricks to obtain possession of it. The inevitable adventuress is pressed into the service of the plotters, and almost succeeds in achieving where the rest have failed. There is a dramatic *finale*, and the picture has all those points necessary to achieve a certain success.

"THE MERCHANT OF VENICE."

Thanhouser. Length 2000 ft. Released Feb. 8, 1913.

This film is a worthy interpretation of Shakespeare's famous play of the same name. The American actors are to be congratulated on the amount of "local atmosphere" they have created, and the photographic quality is superb throughout. This particularly applies to the outdoor scenes, of which there are many. Although these were apparently taken in very strong sunlight, there are no harsh black and white effects, the facial expressions of the various actors, so important in a production of this kind, being clearly defined. Unquestionably this is a film for those showmen who can handle a picture of the highest possible class, and although Shakespearean dramas are perhaps outside the requirements of every showman, there is no doubt that the film is one that should interest any class of audience.

The Directors and Staff of
The Kinematograph Trading Co., Ltd.,
Wish YOU
A HAPPY AND PROSPEROUS
NEW YEAR.